Testing Your Assumptions Assignment Instructions

For this assignment, you'll be developing:

- An experiment design to test one assumption

You can do this using the templates that follow the instructions, or you may want to start working from a complete Venture Design Template.

Assignment Instructions

1. **Review the examples in the Venture Design Template and the Tutorial.**
2. **Briefly define your project area with a positioning statement and core value hypothesis statement** to give your peer reviewers context to understand your assignment. You may use the project definition statement from a previous course assignment, or create a new one.
   a. Introduce your idea with the following positioning statement:
   For (target customer) who (statement of the need or opportunity), the (product name) is a (product category) that (statement of key benefit – that is, compelling reason to buy). Unlike (primary competitive alternative), our product (statement of primary differentiation).
   b. Frame your core/summary value hypothesis. This is just a very high level summary of what you want to do for the user and how you hope they'll respond. You'll use the same general format we've been applying for assumptions:
   [A certain persona exists] and they have [certain specific problems] where they're currently using [certain alternatives] and if we [deliver a certain proposition] they will [do something- buy, etc.].
3. **Using the provided template** (Word version provided separately), **explain in detail:**
   a. The key assumption you will test and the MVP archetype (e.g., concierge, Wizard of Oz, sales) you will use
      i. As a reminder, all assumptions should be in the syntax 'If we do [something] for [persona] then they will [respond in a certain way].'
      ii. If you completed the Testable Assumptions assignment in the Running Valuable Design Sprints course, you may draw from that assignment. See this tutorial for more details on creating assumptions.
   b. How you will test this assumption
   c. The pivotable metrics and threshold for true (validated) vs. false (invalidated)
   d. What you will do if the result is true or if it is false
   e. An estimate of the time and money it will take to set up the experiment
   f. An estimate of the time and money it will take by team member role for each individual test
   g. An estimate of how long each test will take